# M7 Group to broadcast esportsTV channel in multiple European markets

* **MTG signs agreement with M7 Group, one of Europe’s largest satellite and IPTV operators**
* **ESL’s esportsTV channel to now be available in the Nordics, the Baltics, the Netherlands, Belgium, the Czech Republic and Slovakia**
* **Next up is live coverage of ESL One New York in October, the East’s Coast’s largest and most anticipated esports event**

**MTG and M7 Group have concluded an agreement to make ESL’s esportsTV channel available in HD quality from 27 September on M7 Group’s satellite TV platforms in the Netherlands (Canal Digitaal), Belgium (TV Vlaanderen), the Czech Republic and Slovakia (Skylink), with more platforms to follow. esportsTV was launched in May 2016 as the world’s first 24/7 dedicated esports channel, and is already available on MTG’s Nordic and Baltic Viasat satellite platforms, and through third party distributors including Telenor, Com Hem and Telia.**

The channel is operated by MTG-owned ESL, the world’s leading esports company and the brand behind the most popular esports competitions and live mega events in the ESL One, Intel® Extreme Masters and Pro League series. esportsTV brings thousands of hours of live content, featuring the leading esports stars and teams and coverage of the leading professional eSports leagues and international tournaments. The content line-up includes ESL’s professional circuits, generating hundreds of millions of views online every year on platforms such as Twitch, Azubu, Hitbox and Yahoo. Find out more at www.eslgaming.com.

The agreement also includes the possibility for MTG to deliver the channel to other third-party distributors through the same satellite feed, increasing the technical penetration of esportsTV in Europe.

Jørgen Madsen Lindeman, President and CEO, MTG: “Esports is the world’s fastest growing professional sport and is expected to engage more than 250 million people already this year. It is also a hugely popular entertainment format that is pulling in massive online viewing and attracting big stadium audiences around the world. There is so much great content to share and this new partnership with M7 Group will bring the excitement of esports to even more TV homes and devices. ”

Bill Wijdeveld, M7 Group VP of Business Development: “We are very excited to have an agreement with MTG that allows us to offer esportsTV with content from the largest and most important tournaments around the world. Moreover, the launch of esportsTV fits very well with our strategy to broaden our content portfolio and thereby address new and under-served audiences.”

**\*\*\*\***

**Any questions?**[mtg.com](http://media.ne.cision.com/l/qeixyqnq/mtg.com/)   
[facebook.com/MTGAB](https://wpyadmin.ne.cision.com/l/qeixyqnq/www.facebook.com/MTGAB?fref=ts)   
[@mtgab](https://twitter.com/intent/follow?original_referer=http://mtg.com/&screen_name=MTGAB&tw_p=followbutton&variant=2.0)  
[press@mtg.com](mailto:press@mtg.com) / +46 (0)76 494 09 13  
[investors@mtg.com](mailto:investors@mtg.com) / +46 (0)73 699 27 14

**M7 Group**m7group.eu  
[Bill.wijdeveld@m7group.eu](mailto:Bill.wijdeveld@m7group.eu)/+352 621 215 011

*MTG (Modern Times Group MTG AB (publ.)) is a leading international digital entertainment group and we are shaping the future of entertainment by connecting consumers with the content that they love in as many ways as possible. Our popular entertainment brands span Content Production, TV, Radio and eSports, and are available around the world. Born in Sweden, our shares are listed on Nasdaq Stockholm (‘MTGA’ and ‘MTGB’).*

**About M7 Group***M7 Group SA, based in Luxembourg, is one of Europe’s largest operators of satellite and IP-based TV platforms. M7 Group uses different brands in different countries: CanalDigitaal and Online.nl in the Netherlands, TV Vlaanderen in Flanders and TéléSAT in French-speaking Belgium, AustriaSat/HD Austria in Austria, Skylink for the Czech and Slovak markets and M7 Deutschland in Germany. Today, M7 Group SA provides more than 3 million viewers with hundreds of satellite and IP-based radio and television services in digital and HD quality. M7 Platform Services provides broadcasters with end-to-end distribution solutions for DTH, cable and IPTV reception.*